

KENTUCKY CRAFTED: THE MARKET

February 19-22, 2009

KENTUCKY
EXPOSITION CENTER

EXHIBITOR SHOW MANUAL

The purpose of this manual is to inform exhibitors about changes, set up, show requirements, dismantling and special activities at the Market. Please give this information reading priority, and maintain for reference.

PRODUCED BY THE KENTUCKY ARTS COUNCIL

2100 Capital Plaza Tower, 500 Mero Street
Frankfort, KY 40601

www.kycraft.ky.gov and www.artscouncil.ky.gov
1/888/833-2787 or locally 502/564-3757

HOTEL INFORMATION

A block of rooms or special rates have been reserved at various hotels for exhibitors and buyers. These hotels are located close to the Kentucky Exposition Center. Complimentary shuttle service will be available at some hotels. **TO RECEIVE THESE SPECIAL HOTEL RATES**, please mention *Kentucky Crafted: The Market* when making your reservations.

RESERVATION DEADLINE FOR HOTELS IS JANUARY 15, 2009.

Hotels Offering Special Rates:

Executive West Hotel (within walking distance) 800/626-2708 \$99 single / \$99 double (+ tax)
<http://www.executivewest.com/html/hotel-airport-louisville-ky.asp>

Comfort Inn & Suites (Airport) 502/375-2233 \$81 single / \$81 double (+ tax)
<http://www.hotel-rates.com/us/kentucky/louisville/comfort-suites-louisville.html>

Days Inn 502/636-3781 \$55 single / \$55 double (+ tax)
http://www.daysinn.com/DaysInn/control/Booking/property_info?propertyId=14923&brandInfo=DI

Quality Inn & Suites (8 miles away) 502/955-6272 \$60 single / \$60 double (+ tax)
<http://www.qualityinn.com/hotel-louisville-kentucky-KY109?promo=gglocal>

Additional Hotels in the Area:

Holiday Inn SW 502/448-2029
http://www.ihotelsgroup.com/h/d/hi/1/en/hotel/sdfsw;jsessionid=R0YA3R11MMQUGCTGWAJCHPQKM0YBUIY4?_requestid=38959

Hampton Inn 502/366-8100
<http://www.hamptoninn.com/en/hp/hotels/index.jhtml?ctyhocn=SDFAPHX>

Hilton Garden Inn 502/637-2424
<http://hiltongardeninn.hilton.com/en/gi/hotels/index.jhtml?ctyhocn=SDFAHGI>

Courtyard by Marriott 502/368-5678
<http://www.marriott.com/hotels/travel/sdfap-courtyard-louisville-airport/>

BOOTH SETUP & MARKET SHOW HOURS

Booth Setup Hours for Exhibitors (*SOUTH WING B*):

Wednesday, February 18	12:00 p.m.— 8:00 p.m. (E.S.T.)
Thursday, February 19	7:30 a.m.—12:00 p.m. (E.S.T.)

Market Show Hours:

<u>Trade</u>	Thursday, February 19	1:00 p.m.— 7:00 p.m. (E.S.T.)
	Friday, February 20	9:00 a.m.— 6:00 p.m. (E.S.T.)
<u>Retail</u>	Saturday, February 21	9:00 a.m.— 6:00 p.m. (E.S.T.)
	Sunday, February 22	10:00 a.m.— 5:00 p.m. (E.S.T.)

Dismantling:

Sunday, February 22	5:00 p.m.—11:00 p.m. (E.S.T.)
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Exhibitors will not be allowed in the exhibit hall before 12:00 noon on Wednesday, February 18. Set-up ends at 8:00 p.m. and exhibitors will need to exit the building. Exhibitors can re-enter the building for setup on Thursday, February 19 at 7:30 a.m. Set-up must be completed by 12:00 noon.

EVENT SCHEDULE AT KENTUCKY EXPOSITION CENTER

For a complete listing of events at the Kentucky Exposition Center, click here:
<http://www.kyexpo.org/calendar/february.html>

ACCESS TO KENTUCKY EXPOSITION CENTER (LOADING & DISMANTLING)

A complete map of the Kentucky Exposition Center along with driving directions and distances to Louisville and local attractions can be found at:

<http://www.kyfairexpo.org/visitor%20info/mapsdirectionsdistances.html>

Loading docks are located in the rear of South Wing B. The available doors for unloading/loading are the rear double/triple doors and overhead doors E-13, E-14 and E-15.

EXHIBITORS ARE NOT ALLOWED TO UNLOAD/LOAD BOOTH MATERIALS THROUGH THE FRONT LOBBY GLASS DOORS OF SOUTH WING B AT ANY TIME.

EXHIBITORS ARE NOT ALLOWED TO DRIVE ONTO THE FLOOR OF SOUTH WING B AT ANY TIME DUE TO INSURANCE RESTRICTIONS.

EXHIBITORS MUST REMOVE THEIR VEHICLES FROM THE LOADING AREAS AS SOON AS VEHICLES ARE UNLOADED, TO ALLOW ACCESS FOR OTHER EXHIBITORS. PLEASE FOLLOW THIS SAME RULE WHEN DISMANTLING.

EXHIBITORS MUST DISPLAY A PARKING PASS AND VEHICLE ID CARD IN THE WINDSHIELD AT ALL TIMES.

WE RECOMMEND THAT EACH EXHIBITOR BRING HANDCARTS. There is no staff support for unloading/loading displays and inventory, and no guarantee of handcart availability. Sufficient manpower and handcarts for installation of displays are the responsibility of each exhibitor.

NAME BADGES AND ADMISSION

Exhibitor Check-In is located at the Information Desk at the front of the exhibit hall. Please check in upon arrival to pick up your name badge.

Name Badges:

Badges admit exhibitors to the exhibition area and must be worn at all times. If you do not receive a name badge during on-site registration, please inquire at the Exhibitor Registration/Information Desk. Anyone not wearing an authorized name badge will be asked to check at the desk to receive a badge. After the Market opens, badges for helpers arriving later will be located at the Main Registration Desk in the lobby.

Color-Coded Badges:

Teal Green - Exhibitors
Magenta - Buyers
Gray - Guests
Black - Volunteers
Blue - Media

YOUR NAME BADGE IS YOUR ADMISSION TO ENTER THE MARKET!

Guest Passes:

Six (6) guest passes for public days are enclosed in your information packet. Please give these passes to family and friends who would like to attend. **These passes do not include cost for parking.** If you have booth workers, please make sure they receive exhibitor name badges instead of public passes.

For additional passes, please contact Melissa Nesselrode at melissa.nesselrode@ky.gov or call

502/564-3757 for details.

THE MARKET STAFF

Staff will be on-site at the Market, TUESDAY morning through SUNDAY evening. If you have any questions before that time regarding the following areas, please use the extension numbers listed below or e-mail staff as needed. (Toll-free: 888/833-2787 Local: 502/564-3757)

Lori Meadows
(ext 482) Executive Director, Kentucky Arts Council: Special Guests, Media Spokesperson
lori.meadows@ky.gov

Suzanne Gray
(ext 489) Special Guests
suzanne.gray@ky.gov

Maraskeshia Smith
(ext 475) Main Registration Desk for Buyers & Public Ticket Sales
maraskeshia.smith@ky.gov

Chris Cathers
(ext 488) Exhibitor Assistance, Show Set Up, Information Desk
christopher.cathers@ky.gov

Melissa Nesselrode
(ext 471) On-site Exhibitor Registration, Tag/Sticker Sales
melissa.nesselrode@ky.gov

Charla Reed
(ext 485) Children & Family Traditions Area, Books/Magazines, Organizations,
Information Desk, Volunteers
charla.reed@ky.gov

Craig Kittner
(ext 484) Exhibitor Assistance, Show Set Up, Information Desk
craig.kittner@ky.gov

Vallorie Henderson
(ext 481) Exhibitor Assistance, Booth and Retailer Awards
vallorie.henderson@ky.gov

Ed Lawrence
(ext 473) Media Contact, Advertising & Publicity, Kentucky Arts Council Staff Photographer
ed.lawrence@ky.gov

Beau Haddock
(ext 487) Media Contact, Advertising & Publicity, Kentucky Arts Council Staff Photographer,
beau.haddock@ky.gov

Tamara Coffey
(ext 479) Blue Moon Stage, Blue Moon Marketplace
tamara.coffey@ky.gov

Rachel Rasnick
(ext 492) Abraham Lincoln Bicentennial Showcase
rachel.rasnick@ky.gov

Bob Gates
(502/564-5135) Folklife Exhibition
bob.gates@ky.gov

Mark Brown
(502/564-5135) Blue Moon Stage
mark.brown@ky.gov

Alisha Morris
(502/564-4983) Department of Agriculture "Kentucky Proud" Food Products Marketplace
alisha.morris@ky.gov

BOOTH LAYOUT

To assist buyers with their particular needs and to make sure they see all that the Market has to offer, exhibitors will be located in sections designated "Craft/Visual Art", "Kentucky Proud® Food Products", "Books/Magazines," "Kentucky Arts Partnership Organizations" and out-of-state craft organizations. Aisle signs will identify sections and booth numbers. As always, special attention has been given to exhibitors' requests for booth placement; however, exact placement cannot always be accommodated due to changes in booth sizes and aisle/layout changes.

Because of the ongoing interest expressed by the majority of the Kentucky Crafted exhibitors and the retailers, select out-of-state craft organizations are once again exhibiting in a limited number of booths at the Market: Best of Missouri Hands, Ohio Designer Craftsmen, Southern Highland Craft Guild (North Carolina), Tennessee Association of Craft Artists, Montana World Trade Center and Tamarack (West Virginia) exhibitors will be located in aisles 100/200 and will be designated by their sponsoring organization.

Drape Colors By Section:

Craft & 2-D Art (8' back & side drape):	White
The Gallery Section (8' back & side drape):	Black
Kentucky Proud® Food (8' back & 3' side drape):	Purple
Books/Magazines (8' back drape & 3' side drape):	Teal
Kentucky Arts Partnership Organizations (8' back drape):	White

Sections will be designated by back and side drape color. Corner booths will not have outside corner draping unless previously requested on the registration form.

All draping must remain in place; however, you may use "S" hooks on frames to assist with hanging light-weight back-drops (no more than 10 pounds) or aluminum poles, as long as these do not interfere with adjacent booths or create a hazard.

Booth Storage:

Storage is available behind each booth and is shared with the exhibitor directly behind you. Shared spaces are approximately 5' deep and vary according to the width of each booth and aisle placement. This space is suitable for storing boxes/containers of additional work/supplies. Cardboard boxes must be treated with flame retardant before storing (see Flame Proofing section).

SHOW RULES (Read Carefully)

Failure to comply with the following show rules will result in loss of exhibitor privileges at future Markets. Staff will review booths for compliance with the following guidelines. Exhibitors will receive written notice either at the Market or immediately following the Market, depending on when the violation is reported.

Exhibitors are expected to conduct business in a professional manner at all times.

A submitted Market registration form from the exhibitor indicates understanding of and agreement to comply with these rules.

1. Exhibitors *will not* be allowed to enter South Wing B Exhibit Hall for early setup on Wednesday, before doors open at 12:00 noon. NO EXCEPTIONS!
2. All exhibitors *must* be registered and set up on **Thursday by 12:00 noon** and ready for business by 1:00 p.m.
3. Exhibitors *must* attend the Market all four days – NO EXCEPTIONS!
4. Booths *must* be staffed at all times - exhibitors are expected to make provisions for staffing in all cases.
5. All exhibitors *must* adhere to the expected industry standard wholesale discount. Exhibitors who do not wholesale at the standard discount are not eligible for this event.
6. "Buyer's Term Card" *must* be displayed on wholesale days and made highly visible to buyers.
7. Exhibitors *must* be capable of filling orders within a reasonable lead-time.
8. *Items on display *must* be consistent with work accepted by each exhibitor's sponsoring organization's jury process. If you have questions regarding new work, contact staff *before* the Market.
9. Booth draping *may not* be used as supports for displaying merchandise.
10. Kentucky sales tax *must* be collected on the public days and reported to the Revenue Cabinet.
11. **Each exhibitor *must* provide some type of floor covering or carpet that fully covers *all exposed booth floor*.
12. Display materials (e.g., cardboard, paper, fabric, straw, etc.) *must* be treated with flame retardant, and flammable storage boxes *must* also be treated before storing in booths and under tables.
13. Canopies *may not* be used over booths.
14. You *must* display only wholesale items on wholesale days. (RETAIL ONLY ITEMS should not be on display.)
15. Selling retail on a *limited basis* during wholesale hours is permitted only if exhibitors retain sufficient samples throughout the wholesale days. This will allow exhibitors to accommodate buyers/guests (i.e., buyers/guests purchasing personal items, wholesale, retail, or special discount, based on exhibitor's policy).
16. Exhibitors *may not* display signage indicating a special sale or percentage off. Exhibitors with a discount pricing policy regarding quantities for friends, et al. are encouraged to indicate this personally to buyers/public.

17. **REVISED SHOW RULE:** ANY EXHIBITOR PACKING THEIR BOOTH, HAND CARRYING MERCHANDISE FROM THE FACILITY, OR USING 2- OR 4-WHEEL CARTS ON THE SHOW FLOOR BEFORE THE SHOW CLOSES AT 5:00 p.m. ON SUNDAY, *WILL NOT BE ALLOWED TO PARTICIPATE IN THE 2010 MARKET. THIS WILL BE ENFORCED.*
18. Exhibitors are *not allowed* to park their vehicles on the loading docks at any time Sunday until *after* 5:00 p.m. when exhibitors are *packed and ready to load*. Your vehicle may be towed.
19. All exhibitors *must* have their booths checked by an arts council staff person to ensure that the booth is completely packed and ready to load. Once an arts council staff person has deemed your booth ready you will be given a ticket that you *must* present at the loading dock to be able to drive up.
20. All exhibitor vehicles are prohibited from driving into the exhibit hall during set up and teardown of the Market.
21. *All unloading/loading* of exhibitor materials and products must take place *ONLY* at the rear loading dock area.
22. **No dogs** (exception for service animals) will be allowed in the Market at any time.
23. **Exhibitor Cancellation:** If exhibitor cancels participation in the Market after **November 7**, such cancellation shall be considered default on exhibitor's part. A **CANCELLATION FEE** will be assessed as the stated "deposit" on the registration form; therefore, the booth deposit will not be refunded. Exhibitors are responsible for entire payment of the balance unless an emergency occurs (e.g., medical, fire). **For late cancellation**, exhibitors *must* notify the Kentucky Arts Council no later than **January 28**. Failure to notify the Kentucky Arts Council automatically prohibits participation at the 2010 Market.
24. **Children at the Market:** Children under the age of 12 *will not be allowed* on the loading docks or in the exhibit hall during set up and teardown of the Market. Any children attending the Market with an exhibitor while the show is open must be kept under direct adult supervision at all times or remain in guardian's booth. Children must wear name badges for identification.
25. All exhibitors *must* complete a Market Sales Report within 60 days of the Market (April 25). The Market Sales Report is required and *must* be completed in order for you to exhibit at the Market 2010. (A link to the Market Sales Report form will be sent to you via e-mail within two weeks of the show's closing).

*** (Show Rule #8) New Product Review and Kentucky Crafted Exhibitors**

The Kentucky Crafted Program supports visual and craft exhibitors who develop new work as a way to expand their product line. Please be aware that program guidelines require that you have on display and for sale only work that has been juried. Items that are significantly different in quality, function, technique must go through the annual jury process.

If you have questions about the status of your work or new work you would like to sell at the Market, please contact Craig Kittner at 888-833-2787 ext. 484 by Thursday, January 15, 2009.

**** (Show Rule #11) Floor Coverings**

Although floor covering is required, it does not have to be carpeting. As long as it covers ALL

exposed areas of the booth and is not hazardous, various materials can be used creatively (e.g., painted canvas or flame-proofed cardboard, wood planks, foam core, etc.) Spray paint it, sponge paint it, paint stripes or checks, etc. Extend the design to the background and coordinate the entire booth to go with your work. But remember: the object is to make your *work stand out*, not compete with it.

EXHIBITOR SERVICES

BEFORE THE MARKET

Booth Signage:

Exhibitors will automatically receive the standard 7" x 44" sign (included with booth rental), which includes the appropriate program logo/trademark, booth number, business name, city and state. If you prefer a custom sign to be made for your business, you must special order to receive this service. A custom booth sign request form will be included in the information packet from the decorator. **Whether you want the "standard" sign or a "custom" sign, exhibitors must fill out and return the appropriate form to POSH Event Services, Inc.**

Electrical Services:

Please return the electrical form: <http://www.kyfairexpo.org/pdfs/IndoorElectricalForm.pdf> to the **Kentucky Exposition Center (KEC)**. (This form is also available through the Market decorator's packet). It is important that you fill out the KEC's "METHOD OF PAYMENT FORM" http://www.kyfairexpo.org/pdfs/PayForm_KEC.pdf (also included in the decorator's packet). KEC staff will also have a service desk at the Market to accommodate last minute requests for electricity. If you need to discuss your electrical needs with the KEC, please call 502/367-5321.

Exhibition Services (Decorator Display Materials/Equipment Rental):

POSH Event Services, Inc., <http://kycraft.ky.gov/2009PoshCatalog.pdf> is the official Market decorator to use for ordering rental display equipment, carpeting, etc. **POSH** staff will also have a service desk at the Market to accommodate last minute requests or concerns (e.g., chairs, tables, etc.). If you need to discuss your needs with the show decorator, please call 740/362-0004.

Kentucky Sales Tax Information:

For out-of-state guest exhibitors, please contact the following for information regarding a temporary vendor's permit:

Kentucky Revenue Cabinet
Call 502/564-5170
or online at www.revenue.ky.gov
Louisville Taxpayer Service Center
Field Office 502/595-4512

Mentoring Services for Juried Participants of Kentucky Crafted (KC):

Participating in the Market can be somewhat overwhelming for first-time exhibitors. The *Kentucky Peer Advisory Network* (KPAN) is designed to match veteran exhibitors with first-time participants who may have questions relating to booth display/design, pricing, working with buyers, product development, inventory requirements, key-stoning, lead times, etc.

If you are a first-time KC exhibitor and feel that you could benefit from having a mentor to help you in preparing for the Market, go to the KPAN Web site for guidelines and application form at http://artscouncil.ky.gov/KPAN/kpan_home.htm. For more information, contact Joanna Hay at joanna.hay@ky.gov, 1/888/833-2787 ext 477. Kentucky Proud® exhibitors should contact Alisha Morris at alisha.morris@ky.gov or by phone at (502/564-4983).

Operating Cash:

Please be prepared with sufficient change, etc. The Kentucky Arts Council cannot assist exhibitors in making change.

Temporary Indoor Food Cooking - Additional requirement for food vendors:

Food vendors who will be cooking a product that produces grease-laden vapors, using deep fryers or an open flame (including sterno cans) must obtain advance approval from the fire marshal. Please refer to the Kentucky State Fire Marshal Rules and Regulations section of this manual for more information on how to contact the fire marshal for approval and a complete listing of special regulations pertaining to food exhibitors.

Vehicle Identification Cards:

A Vehicle Identification Card is included in this packet for exhibitors. **The Vehicle Identification Card is NOT a parking pass.** Only official Kentucky Exposition Center parking passes can be used. Each exhibitor must display the Vehicle Identification Card in the windshield of his or her vehicle.

AT THE MARKET**Booth Display/Critiques:**

An industry professional will be available to provide informed, professional critiques on how best to present your work in a booth format. To request your critique, please contact Melissa Nesselrode at melissa.nesselrode@ky.gov or call 888/833-2787 to place an order. Booth critiques are \$15.

Booth Sitters:

Breaks for ***short intervals*** can be scheduled on sign-up forms available at the Information Desk. *This service is subject to the number of available volunteers.* Sign-up for booth sitters starts after the show opens on Thursday at 1:00 p.m.

First Aid:

For immediate assistance, please come to the Information Desk adjacent to the front entrance or find a staff person with a walkie-talkie to radio for help. Staff will page the First Aid station, located off the South Wing B lobby area. (First Aid also has a walkie-talkie for quick paging).

Flame Proofing:

Your booth must be flame proof. Adkins' Fire Safety Products will be available at the Market (only during Market setup hours) to assist exhibitors with any flame proofing needs for booths and displays. You can find them located adjacent to the Information Desk, near the front entrance.

Adkins' Fire Safety Products
Gary and Mike Adkins
Wilmore, KY
859/858-3429
www.adkinsfirepro.com

Internet Access Available in Your Booth:

The Kentucky Exposition Center is equipped with a world-class, dedicated, high-speed Internet access network that runs throughout the facility. Service is available to individual booths on a variety of price plans.

Feature your Web site, get e-mail, enter orders, and create online quotes from your booth. You are provided a modem and one static IP address, completing your connection to the Internet. Follow this link to order this service: <http://www.kyfairexpo.org/pdfs/ccpikc05.pdf>

For more information, contact: Convention Communication Provisioners, Inc. (CCPI, Inc.) at

www.ccpi.net/kec, or 800/453-5419.

Jon Carloftis Designer Garden Showcase:

Jon Carloftis comes home to Kentucky for ***Kentucky Crafted: The Market***. As a special guest, Carloftis will design garden vignettes displayed throughout the Market which incorporate Kentucky Crafted® items created by exhibitors.

One of the rising stars of American garden design, Jon Carloftis always looks to his native Kentucky as inspiration for his successful garden design firm located in New York City. Carloftis is probably best known for his rooftop and terrace gardens – he is a past recipient of the Landscaping Design Award from the Museum of the City of New York. In Louisville, Carloftis designed the rooftop garden of the 21c Museum Hotel and has designed gardens for some of the finest private homes in central Kentucky.

Carloftis has authored books, been a contributor to or featured in many national home and garden design magazines, and is also a noted lecturer, traveling extensively across the United States.

At the market, he will present "**Designing a Kentucky Crafted Garden**," sharing his ideas about creating beautiful garden spaces from rooftops to rolling acres and incorporating many of the wonderful products that can be found at ***Kentucky Crafted: The Market*** in home gardens. The presentation will be followed by a question-and-answer session and book signing of his latest book, "Beyond the Windowsill."

Kentucky Arts Council Information Booth:

Information on Kentucky Arts Council programs and services will be available at this booth near the Information Desk.

***Kentucky Crafted*® Program Tags/Stickers:**

Tags and stickers, for Kentucky Crafted Program juried participants only, will be available for purchase at the Information Desk during show hours.

Main Registration Desk (during Market hours):

This desk is located in the lobby of South Wing B and provides buyer registration and ticket sales to the public.

Photography:

A state photographer (or an arts council staff photographer) will be at the Market to take pictures of various booths for use only by the KAC. For product photography, Geoff Carr will be available to offer photography sessions for individual exhibitors, on a first-come-first-served basis. Sign-up sheets can be picked up at the Information Desk when you arrive for setup. If you would like more information on scheduling or prices, contact Geoff Carr at 502/298-2110 or e-mail him at geoff@carr-photo.com. You can also visit him at his Web site at www.carr-photo.com. He can be available after 7:00 p.m. on Thursday to take a limited number of booth shots after the Market closes. No other cameras are allowed in South Wing B exhibit area during the Market unless the photographer is wearing an **OFFICIAL** Market or media badge.

Security:

Logan Security will provide security beginning **Wednesday, February 18, at 11:00 a.m.**, through **Sunday, February 22, at 11:00 p.m.**

Shuttle Service:

Hotel Shuttles: Some hotels provide shuttle service to and from the Kentucky Exposition Center for registered guests only.

Kentucky Exposition Parking Lot Shuttles: The Kentucky Arts Council will provide shuttle service

on Saturday and Sunday *for the general public*, within the KEC parking lot area. Signs for "Shuttle" service will be located in various parking lots around each area.

CONCESSIONS

During Setup:

On Wednesday and Thursday, the concession window will be open with limited service (coffee, pastries, drinks, hot dogs, etc.).

During The Market:

Thursday through Sunday, the food court and the concession area will be open for exhibitors, buyers and the general public. Opening hours for both areas will be listed in the Market Program and on area signage. The food court and concession window are both located in the rear of South Wing B, with limited chairs and tables for dining.

EXHIBITOR BOOTH DESIGN AWARDS

Exhibitor awards will be posted at the Information Desk on Saturday morning. Award winners will receive a certificate and discounted booth space for the 2010 Market. A ballot for the Exhibitors' Choice Award will be handed out on Thursday. Awards include:

*Best of Show	based on combination of quality of product and booth presentation (100% off a 10'x10' booth for Market 2010)
Best Booth Design	based on presentation and merchandising (50% off a 10'x10' booth for Market 2010)
Best New Kentucky Exhibitor	based on presentation and merchandising for first-time <i>Kentucky</i> participants (50% off a 10'x10' booth for Market 2010)
Best New Out-of-State Exhibitor	based on presentation/merchandising for a first-time <i>out-of-state participant</i> (Recognition certificate)
Exhibitors' Choice	selected by fellow exhibitors, based on best overall booth presentation (50% off a 10'x10' booth for Market 2010)

*The "Best of Show" Award is awarded to craft and visual art exhibitors.

PUBLICITY / PROMOTION

To better serve exhibitors in promoting and advertising the Market, the Kentucky Arts Council provides special promotional materials. Please take advantage of these opportunities; they can make the show more successful for your business.

HELP US GET THE WORD OUT ABOUT THE MARKET!

On Your Business Web Site:

Include Market information, logo, and link from your Web site to Kentucky Arts Council, www.kycraft.ky.gov or www.artscouncil.ky.gov.

Follow the following link to download a request form for a digital file of the Market logo for use on your Web site: http://artscouncil.ky.gov/KACcredit_and_logos.htm

Make sure to give appropriate credit using the proper wording:

***Kentucky Crafted: The Market* is produced by the Kentucky Arts Council, a state agency in the Tourism, Arts and Heritage Cabinet.**

For information or assistance, contact Beau Haddock, ext. 487 or at beau.haddock@ky.gov, or Ed Lawrence, ext. 473 or at ed.lawrence@ky.gov.

Market Press Release:

A press release with dates and details regarding special components of the 2009 Market for you to send to your local media, art and craft organizations and publications can be downloaded by following this link:

http://migration.kentucky.gov/Newsroom/kyarts/KCTM_Carloftis_112108.htm

General Calendar Listing:

Please use the following wording when requesting local and regional Calendar of Events coverage of the Market:

Kentucky Crafted: The Market 2009—Louisville, Feb. 21-22. Kentucky's largest showcase of traditional and contemporary fine art and craft, books, musical recordings and film with a special presentation by Jon Carloftis, "Designing a Kentucky Crafted Garden" at the Kentucky Exposition Center. www.kycraft.ky.gov (888) 833-2787

DO YOU WANT TO SEE YOUR BUSINESS GROW? PROMOTE THE MARKET!!!

The following cards are for exhibitors' benefit and were initially available for ordering upon Exhibitor Registration. If you did not take advantage of ordering or would like to order more, limited amounts may still be available. Increases in Market attendance can mean increased sales for YOU! If you haven't received your Public Handout Cards ("Rack Cards"), then you didn't order any! Use these FREE promotional tools to promote the Market. Take them to your local library! Hand them out to your friends and customers! Include them in your mailings! Hand them out at shows! Use your imagination and distribute these cards wherever you go! Call Craig Kittner at 888/833-2787 or e-mail craig.kittner@ky.gov to order cards, while supplies last.

Free Trade Postcards:

The Wholesale Buyers' postcard is a direct-mail, multi-purpose, advertising piece. Exhibitors are encouraged to promote participation in the Market by sending postcards to current and prospective retail accounts and by distributing them at other wholesale shows.

Free Public Postcards and Public Rack/Handout Cards:

The Public postcard is a direct-mail piece for exhibitors to promote the Market to retail customer lists. Each postcard offers \$3 off admission for one adult. Distribute the public rack/handout cards at craft fairs and to your local libraries, art associations, craft studios, visitor centers, restaurants and other gathering places, to help increase attendance on public days.

E-Cards:

We provide exhibitors with wholesale and public electronic cards (e-postcards) to e-mail to customers. The e-postcards have a link to the Kentucky Crafted Web site, where customers will find a discount coupon for the public days, directions and registration information for buyers.

Click here to download the wholesale card: <http://www.kycraft.ky.gov/wholesalePC.pdf>

Click here to download the public card: <http://www.kycraft.ky.gov/publicPC.pdf>

The official Market Program will be available in early January to download from the front page of www.kycraft.ky.gov to send directly via e-mail to your customers.

Market Posters:

Posters will be printed for distribution and will be available late December. If you did not request posters on your Market registration form and would like to place an order, please contact our office.

Guest Passes:

Extra public passes are available for exhibitors to purchase at a discounted rate. These passes will allow your special retail customers to attend the Market free of charge (admission price is \$8.00). **Limit 25 per exhibitor at a cost of \$2.00 per pass.** Contact Melissa Nesselrode at melissa.nesselrode@ky.gov.

Official Market Program:

The official Market Program will be in the spring issue of **Arts Across Kentucky** magazine, published by Crystal Communications in Lexington. Twelve thousand copies will also be distributed at the Market. The Market Program will be available online in late January at: www.kycraft.ky.gov.

SUPPORTING THE ARTS IN KENTUCKY!

The Kentucky Arts Council is the state arts agency and is supported by the Kentucky General Assembly and the National Endowment for the Arts. Please remember to thank your legislators for their continued support of the Kentucky Arts Council and the arts in our state. If you aren't sure who your legislators are, please refer to this Web site: www.vote-smart.org/index.phtml or call your county clerk's office for this information.

Individual Artist Promotion:

Background information will be provided to the media on individual exhibitors in *Kentucky Crafted: The Market* press kits. Interesting stories and good quality images increase the media's interest and result in feature stories. If you have electronic versions of your story and JPG formatted pictures, please send them via e-mail to ed.lawrence@ky.gov. It is important for you to include any special notes that will enhance stories related to your business. Be creative! Contact Ed Lawrence with questions.

KENTUCKY PROUD® LOGO

The *Kentucky Proud*® logo identifies those food producers that have been through the Kentucky Department of Agriculture certification process. If you need guidelines and information on the Kentucky Department of Agriculture's *Kentucky Proud*® logo and tags, please call Alisha Morris at 502/564-4983 or e-mail alisha.morris@ky.gov at the Kentucky Department of Agriculture, Office of Agriculture Marketing and Product Promotion.

INSURANCE

The Kentucky Arts Council is required to inform all exhibitors of the following:

It is not required that exhibitors purchase liability insurance while participating in *Kentucky Crafted: The Market*. However, the Kentucky Exposition Center employees and facility and the Kentucky Arts Council and its employees are not liable for any claims for personal injury or property damages that may occur to you or to others in your booth space during the Market.

Contacting your insurance agency to apply for additional show coverage is at your discretion.

SPECIAL AREAS AND ACTIVITIES AT THE MARKET

Abraham Lincoln Bicentennial Showcase:

The Abraham Lincoln Bicentennial Showcase features Kentucky-made products in honor of the 200th anniversary of Lincoln's birth. Abraham Lincoln, 16th President of the United States, was born in Hodgenville, Kentucky on February 12, 1809. Kentucky is leading the national bicentennial celebration, which began on February 12, 2008. This showcase will feature products by juried artists and includes commemorative, historic and Lincoln-themed items created solely for the Abraham Lincoln Bicentennial celebration.

Blue Moon Stage and Blue Moon Marketplace Booth:

The Blue Moon Stage will feature artists from the Kentucky Arts Council's Performing Arts Directory. Performers will also be on hand in the Blue Moon Marketplace sales booth to meet the public and sign their CDs.

Book Signings:

New for 2009, a special stage area will be near the front of aisle 700, adjacent to the Books/Publishers area to provide an opportunity for exhibiting Kentucky authors to participate in book signings Saturday and Sunday. Due to audio constraints, announcements over the public address system regarding special events at the Market will no longer be available. To better promote these events, the arts council will distribute a promotional flyer listing authors and book signing times at Buyer Registration and also at the Information Desk. Contact Charla Reed at charla.reed@ky.gov to schedule a book signing and to be included on this promotional flier.

Children and Family Traditions Area:

Young visitors and families can experience the excitement of the hands-on, educational art and craft area. The Children and Family Traditions Area is located within the South Wing B exhibit area "F," in aisle 100. Saturday, February 21, 10:00 a.m.—5:00 p.m. and Sunday, February 22, 11:00 a.m.—4:00 p.m.

Kentucky Historical Society

Come join us as we take our hats off to Abraham Lincoln! Discover Lincoln's childhood memories of Kentucky as you plant pumpkin seeds in your own miniature stove-pipe hat, and explore "Kentucky's Abraham Lincoln" by visiting the History Mobile, our exhibit on wheels.

Georgetown College

The young (and young at heart!) are invited to make scented ornaments from applesauce and cinnamon. These "cinna-ments" will be just the thing to brighten your winter day! Brought to you by Georgetown College's art department -- creative minds at work.

The Little Loomhouse

Children of all ages will enjoy hands-on instruction in the traditional art of hand weaving, presented by this non-profit educational, art venue and historic landmark located on Kenwood Hill in Louisville. The Little Loomhouse is dedicated to teaching weaving, spinning and preserving the collective works of Lou Tate Bousman.

College Students at the Market:

We are currently working with various Kentucky colleges and universities to bring in a select group of art majors to tour the Market on Friday, February 20th. If you are a Kentucky exhibitor and would be interested in talking with the students for a few minutes, please contact Charla Reed at charla.reed@ky.gov.

KENTUCKY EXPOSITION CENTER

OFFICIAL INFORMATION

FACILITY REGULATIONS

The following regulations will be enforced during KEC events. **It is your responsibility to inform your exhibitors, attendees and service contractors of these regulations.** It is requested that this information be included in show brochures, meetings and/or exhibitor manuals. Any labor or material costs incurred by KEC by violation or ignorance of these regulations will be billed to the show management or the appropriate party.

- All exhibitors are subject to the Fire Marshal Regulations of the Commonwealth of Kentucky.
- The hanging of any type of signage, displays, etc., must be hung from structural steel **ONLY**. Hanging is strictly prohibited from sprinkler lines, water, gas or air lines, HVAC ductwork, electrical BUSS ducts or any other line. Items found hanging on these prohibited structures will be removed at owner's expense.
- No holes may be drilled, cored or punched in the building without prior written approval from facility management.
- No lighter - than - air (helium, etc.) balloons are permitted in any building. It is a violation of the City of Louisville ordinance to release lighter-than-air balloons into the atmosphere.
- No adhesive-backed (stick-on) decals, advertisements or similar items may be distributed or used at the facility.
- Decorations, signs, banners, etc., may not be taped, nailed, stapled or otherwise fastened to ceilings, walls, doors, painted surfaces or columns without prior written approval by facility management.
- All carpet tape applied by exhibitors, show management or their contract representatives will be removed by same immediately following the event.
- All freight and exhibit materials must be moved in and out through overhead doors. Use of pedestrian doors for this purpose is strictly prohibited.
- Passenger elevators and escalators are not to be used for transporting freight from level to level.
- No golf carts, forklifts or any other motorized vehicles will be permitted in carpeted areas or lobbies without prior written approval from KEC management.
- No food or beverage samples may be distributed by an exposition sponsoring organization or their exhibitors without prior written approval from KEC's exclusive caterer.
- No alcoholic beverages are allowed at the facility except under the provisions of the Lessee's contract in Section 8.
- All food products distributed by exhibitors must be obtained through KEC's official concessionaire/caterer (Centerplate).
- No dog, cat or other animal will be permitted on KEC property unless it is under leash control of its owner. Any animal not under such control will be impounded and removed from grounds by the Louisville and Jefferson County Animal Control Office. The Lessee has the right to ban animals in their leased areas except under the provisions of the Americans with Disabilities Act.
- No door shall be chained or blocked in any manner.
- No furniture shall be removed from the VIP suite, and the conference table shall not be moved within the VIP Board Room.
- No motorized vehicles may be parked outside any building, in the horse barn areas, in any fire lane, or any sidewalk, at any loading dock or any other area unless this area is a designated parking space. All vehicles will be towed at owner's expense.
- All motorized vehicles for display inside buildings will have their batteries disconnected and their gas tanks locked and/or taped as soon as placed per Kentucky Fire Marshall Regulations.

- No bicycles are to be operated indoors without prior written approval from KEC management. No skates or skateboards are permitted to be used in or on any KEC property.
- No group or individual may sell items on the property without prior written approval of the Lessee and KEC management.
- Pamphlets, fliers or any such advertising or informational materials cannot be distributed on non-leased property or in parking areas. Such materials can only be distributed from exhibitor booths with consent of the show management.
- No vehicles, freight or other show materials shall be stored in any facility without prior written approval from KEC management.
- Tipping of KEC employees is strictly prohibited per Section 6 of the Lessee's contract.
- To comply with the Kentucky Standards of Safety in theaters, motion picture theaters, auditoriums and other similar assembly occupancies with an occupant load of 300 or more; and, in the occupancies where there are non-continuous programs, an audible announcement shall be made prior to the start of each program to notify occupants of the location of the exits to be used in the event of fire or other emergencies.
- No meeting area shall be totally darkened for any presentation. This includes all audio and visual.

SMOKING RESTRICTIONS

Effective August 1, 2006 the Kentucky Exposition Center became
a **NON-SMOKING** facility.

KENTUCKY STATE FIRE MARSHAL REQUIREMENTS

The following are the State Fire Marshal's minimum fire safety requirements and shall be applied at all shows - trade, commercial or otherwise - and shall apply whether the exhibit space is open or closed to the public.

1. Accurate-to-scale floor plans for the entire show shall be submitted in the triplicate to the State Fire Marshal's representative in care of the Kentucky Exposition Center not less than fifteen (15) days prior to the opening date of the show. Plans shall show size and location of booths, exits and aisles. One additional approved plan will be returned to the Lessee with final approval, subject to an on-site inspection by a representative of the State Fire Marshal.
2. The display and operation of any cooking or heat-producing appliances, pyrotechnics, use or storage of flammable liquids, compressed gases or any other process deemed hazardous by the State Fire Marshall must have advance approval by the State Fire Marshal's representative.
3. Any motor vehicles, gasoline-powered equipment, tools, etc., on display shall have their batteries disconnected. All fuel tanks that are not equipped with locking gas caps shall have the gas caps sealed with tape. All such fuel tanks shall be less than one-fourth full.
4. No parking of any vehicles, unless approved, is allowed in the buildings. Cars and trucks shall be removed immediately after loading or unloading.
5. Decorations and displays shall not block or impede access to fire protection equipment (sprinklers, exit markings, exit doors or emergency lighting equipment).
6. During occupancy hours, aisles and exit doors shall be maintained free of all obstructions and unlocked for immediate use in the event of an emergency.
7. Signs designating exits and the direction of travel to exits approved by the representative shall be provided by the Lessee and in place prior to the show's opening.
8. Additional fire extinguishers may be required at the discretion of State Fire Marshal's representative.
9. All electrical devices and installations shall be in accordance with the applicable provisions of the National Electrical Code. All devices must be listed by Underwriters Laboratories. Any

electrical extension cords used shall be of the heavy-duty type. Lightweight cords of the lamp cord variety are prohibited and are subject to confiscation.

10. All decorations shall be fire retardant. The decoration companies shall be prepared to provide certificates of flame spread on all decoration items. Items that are not properly fire retardant shall be removed.

11. All other fire safety laws, regulations and codes that have been duly adopted shall be adhered to by all Lessees, exhibitors and show personnel.

12. Lessee will be responsible for making key personnel, including security, aware of and familiar with the facility's emergency procedures which would include, but not be limited to, fire, bomb threats, inclement weather, etc.

13. Kentucky Exposition Center shall provide security where occupants are allowed to reside overnight inside of any state owned structure on the grounds. These security personnel shall be familiar with emergency response in the event of fire or other emergency, and perform regular surveillance of the areas where lodging occurs.

14. Exhibitors shall provide a list showing the number and location of persons boarding with or in the general vicinity of their exhibits.

15. It shall be the responsibility of the show manager to see that the above regulations are followed.

For any additional information, please contact the Kentucky Exposition Center's Director of Operations at (502) 367-5000; or the Kentucky State Fire Marshal's Office, Rob Goodwin at (502) 376-7508 or robbie.goodwin@ky.gov.

APPROVED:

William Swope, State Fire Marshal
Kentucky State Fire Marshal's Office

Mike Sausman, Director of Operations
Kentucky Exposition Center

HOW TO ACCESS DECORATOR SERVICES

Posh Event Services, Inc.

1020 Pittsburgh Drive, Suite B

Delaware, OH 43015

740-362-0004 Phone 740-362-1004 Fax

Web site: www.poshevent.com

E-mail: exhibitorservice@poshevent.com

MESSAGE FROM THE DECORATOR

Posh Event Services, Inc. is proud to have been chosen as the exclusive General Service Contractor (Decorator) for Kentucky Crafted: The Market 2009.

We look forward to working with you on all your show equipment and service needs. There are several ways to view and fill out our exhibitor service manual for the Market:

1 ONLINE E-COMMERCE

Use our **E-Kit** and fill out your forms and pay online.

Go to www.poshevent.com

Click on [Exhibitor Service Manual](#)

Enter your e-mail address and **SHOW CODE** kycm09

2 FAX 740/362-1004

E-mail us at exhibitorservice@poshevent.com

Request us to send you a PDF kit of faxable exhibitor forms.

3 MAIL

Call us at **740-362-0004 ext 401** or e-mail us at exhibitorservice@poshevent.com

Give us your address and request an exhibitor kit be mailed to you.

SPECIAL DISCOUNT NOTE: DEADLINE January 15, 2009

